

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

IN RE APPLICATION OF:	ATTY. DOCKET NO.:	DE920000058US1
	§	
ANDREAS ARNING	§	EXAMINER: VAN BRAMER, JOHN W.
	§	
SERIAL NO.: 10/034,973	§	
	§	
FILED: 20 DECEMBER 2001	§	ART UNIT: 3622
	§	
FOR: SYSTEM AND METHOD FOR	§	
REWARDING A USER'S	§	
INTERACTION BEHAVIOR	§	
WITH A COMPUTER SYSTEM	§	

PRE-APPEAL BRIEF REQUEST FOR REVIEW

MAIL STOP AF  
COMMISSIONER FOR PATENTS  
PO BOX 1450  
ALEXANDRIA, VIRGINIA 22313-1450

Sir:

This Request is herein submitted contemporaneously with a Notice of Appeal, filed in response to a Final Office Action dated April 20, 2006.

In the event an extension of time is required for this Request, that extension of time is hereby requested. Please charge any fee associated with an extension of time as well as any other fee necessary to further the prosecution of this application to **IBM CORPORATION**  
**DEPOSIT ACCOUNT No. 09-0461.**

REMARKS

Per a Final Office Action dated April 20, 2006, Claims 1-24 are rejected under 35 U.S.C. § 102(e) as being anticipated by *Lowell* (U.S. Patent No. 6,381,632 – “*Lowell*”). Rejection of these claims is respectfully traversed. Applicants are appealing all rejections.

*Lowell* is primarily directed to a method and system for monitoring activities on a website by a computer (*Lowell abstract*). Examples of such activities include “connect, disconnect, browse, accessing areas within a network site, uploading and/or downloading data, ordering products, participating in surveys, and participation in real-time and/or on-line events.” (*Lowell*, col. 5, lines 7-10).

### ARGUMENTS

I. There is clear error since the prior art cited by the Examiner has omitted a teaching of a rewarding a user of a second website only if the user “stays” at the second website for a specified period of time.

With regards to exemplary Claim 2, the cited art does not teach or suggest “the reward is provided to the user only if the timer value is greater than the first threshold value and smaller than the second threshold value.” As supported in paragraph [0011] of U.S. Patent Application Publication No. 2003/0120542 A1 (the present application), the present invention provides “an incentive...to a user who follows a hyperlink in a first document to a second document and then intentionally returns to the original document.” As supported at paragraphs [0055] and [0056], the user may receive his reward (e.g., bonus points – see paragraph [0046]) only if the user goes to the second website for at least a minimum amount of time, but does not stay at the second website beyond a maximum amount of time. Without the claimed feature, a user could go to a second website and back to the first website without ever reading the second website (by not staying the minimum amount of time). Alternatively, the user may “camp out” on the second website (by staying longer than the maximum amount of time), such that the first website loses his patronage. To prevent either condition, the user will get his reward through the first website only if he stays at the second website for a prescribed period of time (not too brief; not too long). Applicant does not dispute that *Lowell* teaches that an activity can be timestamped. However, this does not teach (expressly or implicitly) or suggest that a user must stay at the second website for a prescribed period of time to get a reward (“the reward is provided to the user only if the timer value is greater than the first threshold value and smaller than the second threshold value”). As the cited art does not teach or suggest all of the claimed elements of the independent claims, Applicant respectfully requests that this rejection be withdrawn.

II. There is clear error since the cited prior art does not teach or suggest providing a reward to a user “in response to” a user returning to a first web document from a second web document.

With regards to exemplary Claim 1, the cited art does not teach (expressly or implicitly) or suggest “providing a reward to said user in response to the user returning to the first web document from the second web document.” Applicant does not dispute the Examiner’s contention that *Lowell* teaches that a user may connect to, disconnect from, or browse a website, access areas within a network site, upload and/or download data, order products, participate in surveys, and participate in real-time and/or on-line events. Applicants do not dispute that such activities may be monitored (*Lowell*, Col. 4, line 62 – Col. 5, line 12). However, there is no teaching or suggestion that in order for a user to get a reward, that user must return to the original website. That is, there is no teaching or suggestion of “providing a reward to said user in response to the user returning to the first web document from the second web document.” *Lowell* never describes a user going from a first website to a second website, and then back to the first website. Even if *Lowell* were to describe such a condition, there is no teaching or suggestion that the provision of a reward to the user is predicated on (“in response to”) the user returning to the first website. As the cited art does not teach or suggest all of the claimed elements of the independent claims, Applicant respectfully requests that this rejection be withdrawn.

**CONCLUSION**

As the cited prior art does not teach or suggest all of the presently claimed limitations, and as all claims are fully supported by the present patent application, Appellants now respectfully request a Notice of Allowance for all pending claims.

Respectfully submitted,



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